

RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
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 **E-Mail**
I. Miskewycz

SALEM TEAR TAPE / DIARY MART DISTRIBUTION

Hi Ihor,

I spoke with Sharon Schwalm this date regarding Diary Mart display distribution for our Salem Tear Tape promotion and she advised that you require displays shipped to Dairy Mart locations with each Salem Tear Tape distribution.

Display distribution for these Salem Tear Tape promotions are being provided every other month (once per two-month drive period), rather than each monthly distribution. Therefore, displays will be shipped to stores from McLane NE every other month. McLane NE is not packing this promotion, they are simply sending product and displays one month, and product only the next. Therefore, McLane NE will be unable to ship displays each month for this one small chain (which now consists of 27 stores).

However, these displays are an open order item, and you can send a distribution directly to the stores for the months that displays are not being shipped from McLane NE.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. MacLeod
B. Dobrowski
S. Schwalm
L. Heath

Stephen - 7/2/97
Ihor needs
displays sent
every month or
will pull 500
out from all
McLane

51845 5819